

SMALL BUSINESS TOOLKIT

2023



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TABLE OF CONTENTS

	Community Profile.....	2
	Starting Your Business.....	3
	License Checklist.....	4
	Local Resources.....	5
	State and Federal Resources.....	6
	Grants and Forgivable Programs.....	7

WELCOME TO WOOD VILLAGE

Today, Wood Village is the ideal base camp to live, work and play in the Portland area. We are the portal to the region, 15 minutes to PDX, 20 minutes to downtown Portland, and an hour from Timberline Lodge on Mt. Hood. Development in Wood Village includes a town center with over 360,000 square feet of retail shopping, a brand new commercial space with over 10,000 square feet of retail shops, fast food outlets, convenience stores, restaurants, fuel, lodging, RV specialty support, and most importantly, a friendly small-town environment in the midst of the metropolitan area. We are a City on the grow. With all the new development, we've grown from a community of 3,878 people to a community of 4,387 people over the last ten years. What's more is our diversity -- 42.8% Hispanic, 45% White (Non-Hispanic), and 4.7% Asian and Pacific Islander. *

Wood Village is an ideal place to call home and make your base camp for journeys on the scenic Mt. Hood Highway or on the Historic Columbia River Highway. We here at City Hall are pleased to offer small-town personal service. From setting up your water and sewer account to walking you through the building department and business license process, we are here to help. The City also offers a full array of options for economic and small business development. Come visit for a tour of our state-of-the-art City Hall and Civic Center located at 24200 NE Halsey in the heart of Donald L. Robertson Park. Wood Village has everything you need in one square mile.

ABOUT THE TOOLKIT

This toolkit provides demographic and economic data of the local area and provides assistance through the Business License and Permit process. The toolkit includes a snapshot of the community, simple steps to set up a business, and an easy-to-use check list for the Business License and Permit process.

* PSU Population Research Center, 2020 Census Profiles by City



COMMUNITY PROFILE

MEDIAN VALUES

2020 Median Household Income

\$57,565

2020 Median Owner-Occupied Housing Value

\$188,100

2020 Median Rent

\$1,056

DEMOGRAPHICS

2020 Median Age (years)

30

2020 Female Population

48%

2020 Male Population

52%



EDUCATION

(25 YEARS+)

High School Grad

73.9%

Associate's Degree

6.2%

Bachelor Degree

15.1%

Graduate Degree

6.5%

BUSINESSES

1 miles 5 miles

Total Businesses

364 6,638

Total Employees

6,722 66,190

INCOME DISTRIBUTION

2020 Est. Household Income (dollars)	1 mile radius	3 mile radius	5 mile radius
15,000 - 24,999	9.0%	9.9%	9.0%
25,000 - 34,999	8.4%	9.2%	8.5%
35,000 - 49,999	14.8%	15.1%	12.7%
50,000 - 74,999	19.5%	20.7%	19.3%
75,000 - 99,999	15.6%	13.4%	13.4%
100,000 - 149,999	14.8%	15.7%	17.0%
150,000 - 199,999	5.7%	4.6%	6.5%

2020 POPULATION



4,387

2025 GROWTH PROJECTIONS

Annual Growth 1 mile radius

0.1%

Annual Growth 5 mile radius

0.4%

Population 1 mile radius

10,484

Population 5 mile radius

220,106

Household 1 mile radius

3,887

Household 5 mile radius

84,890

AGE DISTRIBUTION

2020 Est. Population Age	1 mile radius	3 mile radius	5 mile radius
Under 10	14.0%	12.4%	12.3%
10-19 years	14.0%	12.7%	12.9%
20 to 29 years	13.4%	12.8%	12.0%
30 to 44 years	23.7%	22.7%	22.0%
45-59 years	18.3%	19.3%	19.8%
60 to 74 years	12.3%	14.7%	15.1%
75 or older	4.2%	5.4%	5.9%

Source: PSU Population Research Center; 2020 US Census
 2025 Growth Projection Source: HSM Pacific Retail Solutions and 2020 U.S. Census
 Education Source: 2020 U.S. Census ACS 5-Year Estimate



STARTING YOUR BUSINESS

Simplify your business plan with our step-by-step guide and [direct links](#) to online tools.

Following this step-by-step guide ensures all necessary steps are taken to properly open up a business. The City of Wood Village is available Monday-Friday 8:00 am - 4:30 pm to answer any questions or concerns about business requirements.



..... **SCAN ME**

1 STEP 1: PREPARATION

- ☐ Research business idea
- ☐ If applicable, research location and possible business locations

2 STEP 2: PLANNING

- ☐ Develop a Business Plan
- ☐ Research financing and funding options
- ☐ Seek professional advice
 - ☐ Taxes
 - ☐ Insurance
- ☐ Research and attend business training classes (e.g. nonprofits, Small Business Development Center (SBDC), Hispanic Metropolitan Chamber, etc.)

3 STEP 3: FUNDING

- ☐ Secure Financing

Example of funding sources are:
(refer to the *Business Resource Guide*)

- Bank Loans
- Small Business Association Loans
- Forgivable Loans
- Local, state and federal grants
 - Tax abatement programs
 - Small Business Grants

STEP 4: CHOOSE YOUR BUSINESS STRUCTURE

- ☐ Research and choose structure at [Oregon Business Xpress](#) (LLC, Corp, INC, etc.)
- ☐ Check availability of business name with the Oregon Secretary of State [Business Name Search Tool](#)

STEP 5: REGISTER YOUR BUSINESS

- ☐ **Federal:** Apply online for an [Employee Identification Number](#) (EIN). The EIN is used to report and pay federal employee taxes
- ☐ **State:** A [Business Identification Number](#) (BIN) will be assigned and used to pay state payroll taxes

6 STEP 6: LICENSE(S) AND PERMITS

Contact City Hall **before** you lease a space for your business for information on necessary business licenses and permits.

- **Contact the Office Specialist at (503) 489-6851** to walk you through the license process
- All businesses are required to apply for a **Regular Business License**. If your business is based out of your home, you are **also required** to have a **Home Occupancy License**.
(refer to the *Business Checklist on the next page*)
- If you are doing any improvements or alterations to the structure, you must obtain a permit. **Contact our Building Permit staff at (503) 489-6861** or reach out to Building@WoodVillageOR.gov for assistance
- **Example of building permits are:**
([Full list of Wood Village Permits](#))
 - Building
 - Electrical
 - Plumbing
 - Mechanical
 - Sign (refer to *Sign Checklist on the next page*)

7 STEP 7: FINALIZE YOUR BUSINESS WITH THE CITY

- ☐ Receive Business License from the City
- ☐ Complete all necessary inspections
- ☐ Notify the City of opening day



BUSINESS CHECKLISTS

BUSINESS LICENSE CHECKLIST

STEP 1: APPLICATION

- ☐ Fill out a [Business License Application](#)
- ☐ Fill out an additional [Home Occupancy Application](#) if you are operating your business from home

STEP 2: APPROVAL

- ☐ Planning Department approves application and will confirm by sending the Business License in the mail to the address on file

STEP 3: PAY YOUR BUSINESS LICENSE FEE(S)

- ☐ Regular Business License *(Annual)*
- ☐ **Home Occupancy License** *(One time only)*

STEP 4: CERTIFICATION OF LICENSE

- ☐ Receive the license in the mail. **If not, please contact our Office Specialist at (503) 489-6851**

STEP 5: BUSINESS LICENSE RENEWAL

- ☐ The City will send an application via mail for renewal every year. Please return the filled out application and annual fee to City Hall or complete the [Business License Renewal Form](#) online

SIGN PERMIT CHECKLIST

Before setting up your business sign, make sure to contact the **Building and Permits staff at (503) 489-6861** for help reviewing the City of Wood Village Development Code ([WVDC 370](#)).

- ☐ [Sign Permit Application](#)
- ☐ **Select your sign type:**
 - ☐ Banner
 - ☐ Other Sign *(ex: monument, wall, free standing)*
- ☐ Attach a detailed sketch drawn to scale with the Sign Permit Application
- ☐ Submit the completed application and sketch attachment to Building and Permits Staff
- ☐ Fill out and send the Sign Permit Application to City Hall or email to: Building@WoodVillageOR.gov



BUSINESS RESOURCE GUIDE (A-Z)

LOCAL

Asian Pacific American Network of Oregon

APANO's Small Business Support and Advising Program offers support and access to resources for businesses in Portland's and Washington County's API Business community and all businesses in Jade District and Old Town.

apano.org

(971) 340-4861



Hispanic Metropolitan Chamber

Provides business assistance with startup, expansion, business plan development, marketing, loans, guidance with contracts.

hmccoregon.com

(503) 222-0280



Black American Chamber of Commerce

Offers free assistance, mentoring and networking in the starting or developing of business. Empowers young entrepreneurs through scholarships.

blackamericanchamber.org

(503) 564-8933



Immigrant and Refugee Community Organization

Supports immigrants, refugees and mainstream community members to become self-sufficient business owners with advice and support.

irco.org

(503) 234-1541



Centro Cultural-Prosperidad

Offers free advice on how to set up a business, access loans & finance opportunities, gain certification and licenses, bid for contracts, and more.

centrocultural.org/prosperidad

(503) 336-9895



Latino Business Alliance

Provides advising, education, financing and networking to help start ups through connecting with peers, mentors and hands-on training.

latinobizalliance.com

(503) 741-9132



Comcast RISE

Comcast RISE to support 13,000 BIPOC and women small business owners with tech services, marketing resources, and millions of dollars in grants.

comcastrise.com



Livelihood NW

Provides free and low cost professional business support with a focus on underserved populations, specifically low-to-moderate income individuals, BIPOC, women, and the LGBTQ+ community.

livelihoodnw.org

503-990-8255



Craft3

Strengthen the economic resilience in Oregon by lending to growing and start-up businesses – including those that don't qualify for traditional loans.

craft3.org

(888) 231-2170



Micro Enterprise Services of Oregon

Offers business services, including business classes, tailored growth planning, access to capital, a connection to local resources, and more.

mesopdx.org

(503) 841-3351



Greater Portland (GPI)

Offers free assistance to companies interested in growing within Greater Portland. Access to economic data, site selection, diversity and inclusion resources, and more services.

greaterportlandinc.com

(503) 445-8065



Multnomah County

Source for small business licensing permits for local municipalities.

multco.us/external-service/business-license



Government Contract Assistance Program

Provides free counseling on every aspect of funding programs, counseling, federal contracting certifications, and disaster recovery.

Offers networking with partner organizations, lenders, and other community groups.

sba.gov/district/portland



Oregon Association of Minority Entrepreneurs

Promotes economic development for minorities through multiple business support services, including advising, financing and networking.

oame.org

(503) 249-7744





BUSINESS RESOURCE GUIDE (A-Z)

Oregon Native American Chamber (ONAC)

Dedicated to working with all members of the community to advance the educational and economic opportunities for Native Americans in Oregon, providing information, networking opportunities and mentoring.

onacc.org
(503) 894-4525



Veterans Business Outreach Center at Business Impact NW

Offers free business counseling, coaching, training workshops, and more to active-duty members of the military, Veterans, and their spouses.

businessimpactnw.org/vboc
(206) 324-4330



Professional Business Development Group

Trade association in the construction industry, supporting minority and women owned businesses by providing advocacy, networking and support.

pbdgweb.com
(503) 616-4996



West Columbia Gorge Chamber of Commerce

Offers networking to expand connections, share knowledge and provide support.

westcolumbiagorgechamber.com
(503) 669-7473



SCORE

Education, advising and counseling provided by former business owners with in-depth knowledge and experience running and managing successful businesses.

score.org
(800) 634-0245



Women's Business Center at Mercy Corp NW

Free assistance for women and people of all gender identities, providing access to training, financial services and coaching to assist in starting and growing a business.

mercy corps.org
(503) 896-5070



Small Business Development Center

Mt. Hood Community College's SBC provides advising, training programs taught by experts to give clients education for all stages of business development and resources to grow.

oregonsbdc.org/centers/mt-hood-sbdc
(503) 491-7658



XXcelerate

Provides business support, pathways to funding and education to Oregon's womxn, helping them grow their business, connect with resources and peer support.

xxceleratefund.com
(503) 454-6469

XXcelerate

STATE AND FEDERAL

Business Oregon

Offers and grants up to \$200,000 for business start-ups.

oregon.gov/biz



U.S. Department of the Treasury

Committed to helping small businesses in the US succeed through funding programs and assistance both federally and locally. Special programs for [COVID-19 Relief for Small Businesses](https://www.treasury.gov/press-releases/Pages/20200417).

home.treasury.gov/policy-issues/small-business-programs



Oregon Business Development Fund

Statewide revolving loan fund that provides long-term financing for physical capital and permanent working capital for manufacturing, production and processing businesses.

oregon.gov/biz/programs/OBDF

U.S. Small Business Administration

Offers free counseling on starting, managing, and growing a small business. Special programs for [COVID-19 Relief for Small Businesses](https://www.sba.gov/press-releases/20200417).

sba.gov
(503) 326-2682



Oregon Secretary of State Office

Provides resources available in the State, including information, records, registration and business requirements.

sos.oregon.gov/business
(503) 986-2193



Worksource Oregon

Provides resources for posting jobs and recruiting employees.

worksourceoregon.org
(503) 257-4473





GRANTS & FORGIVABLE PROGRAMS

Affiliated Tribes of Northwest Indians

Provides small business loans and assistance with the State Small Business Incentive Credit Initiative to the 57 ATNI Member Tribes and their tribal members.

atniedc.com



Local Small Business Repair Grants

Provides support of up to \$10,000 for small businesses with a City of Portland Business License who are in need of immediate repairs, such as broken windows or doors, graffiti, or sign damage.

prosperportland.us/portfolio-items/local-small-business-repair-reopening-grant



FedEx

FedEx supports small businesses by offering grants up to \$50,000 for growing a business.

fedex.com/grantcontest



Prosperity Investment Program (PIP)

Offers a matching grant that assists businesses and property owners to make tenant improvements, and small and large scale improvements to new and existing buildings within certain Portland areas.

prosperportland.us/portfolio-items/prosperity-investment-program-pip



Government Contract Assistance Program

Provides assistance and programs to help small businesses win federal contracts.

sba.gov/federal-contracting/contracting-assistance-programs



NOTES
